



Date: January 20, 2015

To: Thomas J. Bonfield, City Manager
Through: Wanda S. Page, Deputy City Manager
From: Kerry L. Goode, CIO/Director of Technology Solutions
Subject: Icon Enterprises, Inc., d/b/a CivicPlus of Manhattan, KS ("CivicPlus")

Executive Summary

In Web 1.0 websites, one-way communication lacks effectiveness. Therefore, the City of Durham is soliciting professional service from CivicPlus to build an interactive website that citizens will use for two-way communications with the City of Durham. The City's initiative will deliver a newly designed website on a platform which provides Web 2.0 tools to the City's departments which can be used to advance e-Government engagement with citizens and facilitate interactive information sharing, interoperability, customer-centered design, and collaboration. The City will contract with CivicPlus to provide a hosted web software solution for improved content management, advanced Web 2.0 functionality, and support. CivicPlus will also provide consulting services for best-practice innovative website design, implementation, content migration, and training for our content administrators. Web 2.0 gives the freedom to individuals to post their thoughts, views, philosophies, likes, and dislikes. It is all about interaction, sharing, and networking. CivicPlus has over 1,800 government customers on their hosted platform.

Some of the phases of the Web 2.0 project have been completed. Listed below is the implementation timeline for the Web 2.0 project:

Initiation Phase – July 2014 – Completed.

Planning Phase – November 2014 – Completed.

Execute Phase

- Contract – February 2015

- Build – April 2015

- Test – May 2015

Implementation Phase (go-live) – June 2015

Closing Phase – June 2015

Recommendation

The administration recommends that the City Manager approves the Agreement with CivicPlus in the amount of \$169,224.00 to provide professional service in the development of a Web 2.0 Website for effective engagement with the City of Durham.

Background

Currently, the City of Durham has a Web 1.0 type website which is entirely made up of web pages connected by hyperlinks which does not provide interactive content. To better serve customers of the

City's internet website, e-Government requires interactive effective engagement. This engagement can be accomplished by providing Web 2.0 functionality and social networking functionality. This initiative will directly align to Goal 4 of the City's Strategic Plan of having a well-managed City that provides professional management that is accountable, efficient, and transparent.

CivicPlus will provide to the City of Durham project development, deployment, customized on-site implementation training, on-site consulting, and all content migration to include CivicSend (communication, messaging, and tracking services), and media center services.

Issues/Analysis

The current website content management system does not meet the needs of the business units effectively maintaining content management of the website without assistance from Technology Solutions. The process of adding content, text, images, or video is very difficult and cumbersome. Another issue with the current site is that it is not mobile ready. As the City and citizens are utilizing more tablets and smartphone devices, not having a mobile-ready website is preventing business units from providing our citizenry with up-to-date information pertaining to the City of Durham. The current website does not provide two-way communication between citizens and City of Durham business units. There have been complaints from departments that citizens have had a difficult time navigating and finding content on the existing website.

CivicPlus is a Cloud based solution that will provide the City of Durham with a robust user-friendly content management system, a mobile ready site, a notification center, and the ability for citizens to create their MyDurham experience (personalized setting for citizens).

Alternatives

The City can choose not to purchase the professional services from CivicPlus thus continuing to use the current Web 1.0 infrastructure.

Financial Impact

The cost for project development and deployment services is \$169,224.00 per year. The Technology Solutions Department has funds in its operational budget to cover costs.

SDBE Summary

The Equal Opportunity/Equity Assurance Department reviewed the proposal submitted by Icon Enterprises, Inc., d/b/a CivicPlus of Manhattan, KS and has determined that they are in compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

SDBE Requirements

There were no SDBE firms to provide this service.

Workforce Statistics

Workforce statistics for CivicPlus of Manhattan, KS are as follows:

Total Workforce	199	100%
Total Females	81	41%
Total Males	118	59%
Black Males	4	2%
White Males	103	52%
Other Males	11	5%

Black Females	1	1%
White Females	71	36%
Other Females	9	4%